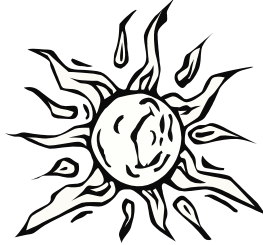


Look for  
**LOCAL FIRST** Lane County  
signs in store windows.

## IMPORTANT POINTS

- ☛ Simply by buying a higher percentage of our own products and services from locally owned businesses, **we can have a huge potential economic impact.**
- ☛ The least expensive product or service often is not the best investment over the long run. **Look for value and quality.**
- ☛ "Enhance the multiplier effect". A dollar spent at a locally owned business is likely to be re-spent several times before leaving town, generating more dollars worth of employment & other benefits for our community. **The profits stay here.**
- ☛ Usually located on the edge of town, **chain stores contribute to sprawl** and higher taxes for increased infrastructure costs.
- ☛ Many national chain stores are initially subsidized by local governments as enticement to locate in the community. **If these subsidies were given to local business they would enhance the local economy more directly.**
- ☛ Buying locally avoids the pollution created by transporting food and goods from afar.

[www.heliosnetwork.org](http://www.heliosnetwork.org)



Eugene, Oregon 97401

1192 Lawrence

Helios Resource Network

HELIOS RESOURCE NETWORK  
PRESENTS



# LOCAL FIRST Lane County

Promoting  
**LOCALLY OWNED BUSINESSES**  
as an Economic Development Strategy

## A PUBLIC EDUCATION CAMPAIGN

Encouraging Lane County Residents  
to Support our  
**LOCALLY OWNED BUSINESSES**

Remember, when you think of purchasing  
a product or service

# think Local First!